

# **BUSINESS, ARTS AND CULTURE 2022**

- Small Business Advocacy and Assistance
- 375<sup>th</sup> Committee ended 2021 with First Night
- Spring Business Promotion
- Downtown Music & Outdoor Dining/Retail continued
- Andover Day – “Biggest event ever in Andover”
- Pop-Up Art Gallery
- EDC and Targeted Economic Development Visits
- Monthly Small Business Meetings
- One-on-one meetings with potential new businesses
- Parking Lot Project Liaison
- Holidays 2022





# 375<sup>TH</sup> – ANDOVER THRIVES AT 375!





# BUSINESS DEVELOPMENT



# BUSINESS, ARTS AND CULTURE 2023

- Downtown Music & Movies July – August
- Arts & Culture Planning
  - “Poporrtunities” 2023
  - “Love the Arts” Artisan Market – February
  - Andover Art Gallery & Art Walk – May
  - Winter Artisan Market
- Andover Day – September 23, 2023
- Continue EDC & Targeted Economic Development
- Enhance and Streamline Outdoor Dining and Retail
- Continue Monthly Small Business Meetings
- Pooches, Pizza, Pumpkins and Pints – October
- Shop Local campaign – “Your Andover”





# **ARPA SMALL BUSINESS FUND**

- **New Year, New Idea Small Business Grants**
- **Social Media Training Grants**
- **Bright Idea Initiatives**
- **Gift Card Giveaway**
- **Signage and Façade Improvement Grants**



# 10 REASONS TO SUPPORT THE ARTS

*The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.*

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## ARTS DRIVE TOURISM AND REVENUE TO LOCAL BUSINESSES

Attendees at nonprofit arts events spend **\$31.47 PER PERSON**, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. **34 PERCENT** of attendees live outside the county in which the arts event takes place; they average **\$47.57 IN EVENT-RELATED SPENDING**. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.

## ARTS STRENGTHEN THE ECONOMY

Arts and cultural goods in the U.S. added \$764 billion to the economy in 2015, and included a \$21 billion international trade surplus. The arts represented a larger share of the nation's economy (**4.2 PERCENT OF GDP**) than transportation, tourism, and agriculture (source: U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates **\$166.3 BILLION** in economic activity annually (spending by organizations and their audiences), which supports **4.6 MILLION JOBS** and generates **\$27.5 BILLION** in government revenue.

## ARTS IMPROVE ACADEMIC PERFORMANCE

Students engaged in arts learning have **HIGHER GPAS, STANDARDIZED TEST SCORES, and LOWER DROP-OUT RATES**. These academic benefits are reaped by students regardless of socio-economic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. **88 PERCENT** of Americans believe that arts are part of a well-rounded K-12 education.

## ARTS UNIFY COMMUNITIES

**67 PERCENT** of Americans believe "the arts unify our communities regardless of age, race, and ethnicity" and **62 PERCENT** agree that the arts "helps me understand other cultures better"—a perspective observed across all demographic and economic categories.

## ARTS IMPROVE INDIVIDUAL WELL-BEING

**63 PERCENT** of the population believe the arts "lift me up beyond everyday experiences," and **73 PERCENT** say the arts are a "positive experience in a troubled world."

## ARTS SPARK CREATIVITY AND INNOVATION

Creativity is among the **TOP 5 APPLIED SKILLS** sought by business leaders, per the Conference Board's *Ready to Innovate* report—with **72 PERCENT** saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are **17 TIMES MORE LIKELY** to be actively engaged in the arts than other scientists.

## ARTS DRIVE THE CREATIVE INDUSTRIES

The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts **673,656 BUSINESSES** in the U.S. involved in the creation or distribution of the arts—**4.0 PERCENT** of all businesses and **2.0 PERCENT** of all employees.

## ARTS HAVE SOCIAL IMPACT

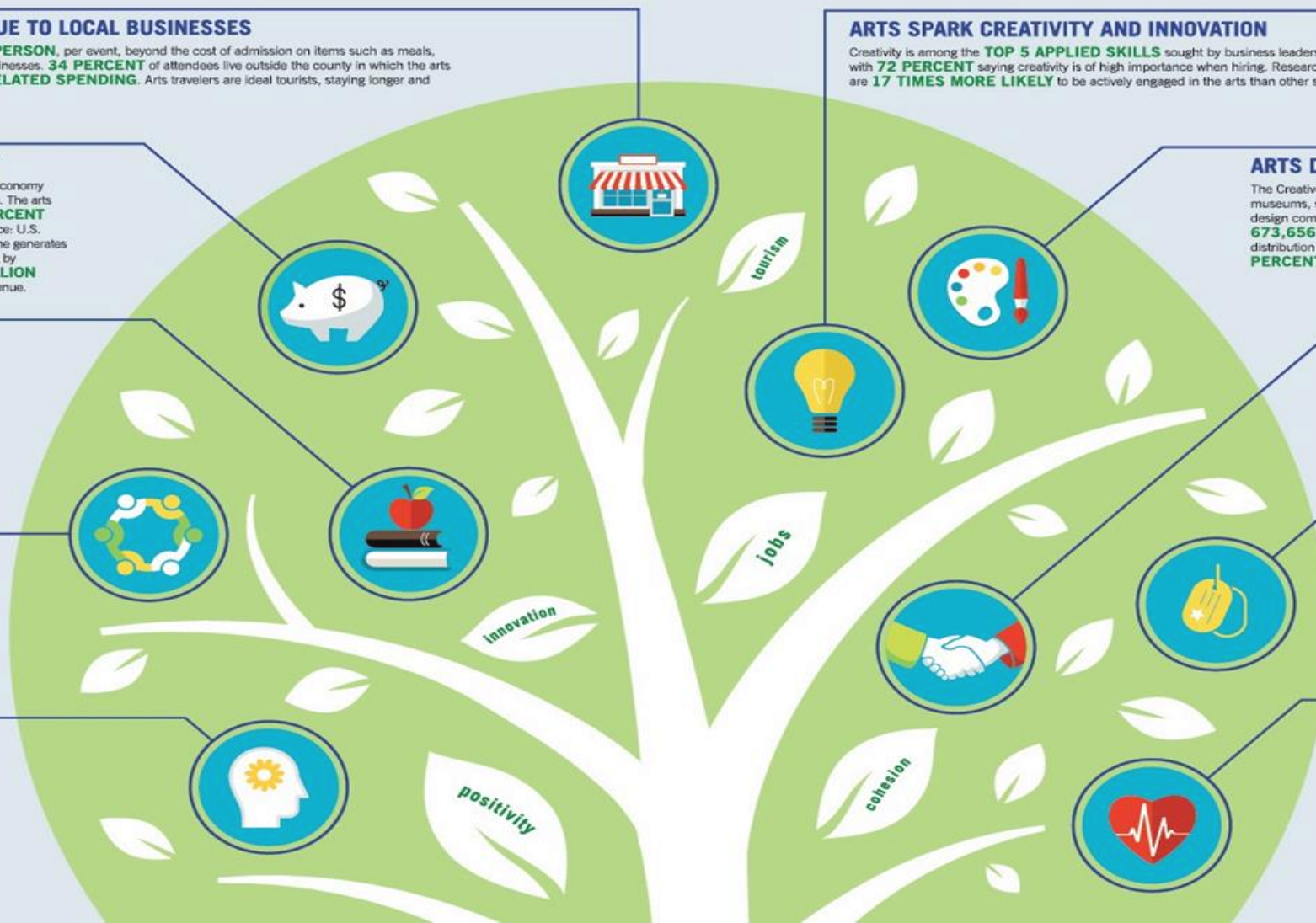
University of Pennsylvania researchers have demonstrated that a **HIGH CONCENTRATION OF THE ARTS** in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

## ARTS FOR THE HEALTH AND WELL-BEING OF OUR MILITARY

The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the **TOP 4 (OUT OF 40)** interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.

## ARTS IMPROVE HEALTHCARE

Nearly **ONE-HALF** of the nation's healthcare institutions provide arts programming for patients, families, and even staff. **78 PERCENT** deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.



# **ANDOVER ARTS & CULTURE**

- **Thanks to Partners - Andover Arts and Culture Alliance and Andover Cultural Council**
- **Arts and Culture Mixer 5/25/22 – 40 attendees**
- **Andover Cultural Council Grantee Reception**
- **ECCF Grant for arts and placemaking – Tom Borrup, University of MN**
- **Hold regular Artist sub-group meetings to develop programming**
- **Pop Up Art Gallery at Old Town Hall – September 24 – October 1, 2022**
- **Historic Mill District and Downtown Art and Placemaking project (Sept – November)**
- **Formed steering committee of Andover artists**
- **Looking at Public Art Fund, Percent for Art and Cultural District**
- **Request for Qualification will be out shortly to look at feasibility study of Old Town Hall**
- **Town Yard Placemaking Space**

**TO  
GET  
YOU  
IN  
THE  
SPIRIT!**



# Andover HOLIDAY Events



**DEC.  
2nd**

**HOLIDAY STROLL:** Grab a friend and head to Andover's Holiday Stroll which will kick off shopping for the Gift Card Giveaway. Enjoy merchant hospitality, special holiday promotion and the wide variety of Andover small businesses and restaurants.

**DEC.  
2nd-3rd**

**GIFT CARD GIVEAWAY:** Shop and dine in Andover and receive a gift card! Check out the website for rules and promotional details.

**DEC.  
9th**

**HOLIDAY HAPPENINGS:** An evening of festive fun in Downtown Andover including Photos with Santa, horse drawn carriage rides, carnival rides, fireworks and more.



*Scan for more info!*



ANDOVER-DOWNTOWN.COM